

ORDER



Orders

Order / Rev:

Alt Order #:

Product Desc:

Estimate:

Flight Dates:

Original Date / Rev:

Order Type:

495685

9/27-10/1

12183

09/27/12 - 10/01/12

09/26/12 / 09/26/12

GENERAL

CBS5

Primary AE:

Sales Office:

Sales Region:

House KPHO Local House KPHO Local

KPHO

Local

Agency

Name:

Buying Contact:

Billing Contact:

Media Strategies and Research

Suzanne Collins

1580 Lincoln Street

Denver, CO 80203

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name:

Demographic:

Product Codes:

Priority:

Revenue Codes:

Sinema DCCC

A35+

Political-Candidates

PMT

POL, PLC, CPL

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

00:10:00

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	6	\$4,150.00	\$3,527.50	September 2012	6	\$4,150.00	\$3,527.50	0.00
10/01/12	10/01/12	5	\$2,575.00	\$2,188.75	October 2012	5	\$2,575.00	\$2,188.75	0.00
					Totals	11	\$6,725.00	\$5,716.25	0.00

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House KPHO Local House Kf			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPHO	09/27/12	09/28/12	M-F 6-630a M-F 6-630a	CM	M-F 6-630a	---TF--	:30	2	\$225.00	FNP	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---TF--					2	\$225.00		0.00			
N 2	KPHO	10/01/12	10/01/12	M-F 6-630a M-F 6-630a	CM	M-F 6-630a	M-----	:30	1	\$150.00	PMT	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$150.00		0.00			
N 3	KPHO	09/28/12	09/28/12	M-F 630-7a M-F 630-7a	CM	M-F 630-7a	----F--	:30	1	\$200.00	FNP	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$200.00		0.00			
N 4	KPHO	09/27/12	09/27/12	M-F 7a-9a CBS EARLY SHOW	CM	M-F 7a-9a	---T---	:30	1	\$300.00	FNP	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$300.00		0.00			
N 5	KPHO	10/01/12	10/01/12	M-F 4-5p ANDERSON COOPER	CM	M-F 358p-458p	M-----	:30	1	\$225.00	IMP	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$225.00		0.00			
N 6	KPHO	10/01/12	10/01/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News	M-----	:30	1	\$600.00	PMT	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$600.00		0.00			

Order / Rev: 495685

Alt Order #:

Flight Dates: 09/27/12 - 10/01/12

Advertiser: Sinema DCCC

Product Desc: 9/27-10/1

Estimate: 12183

CBS5

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KPHO	10/01/12	10/01/12	M-F 530p News CBS 5 NEWS @ 530P	CM	M-F 530p News M-----	:30	1	\$600.00	PMT	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1		\$600.00			0.00			
N 7	KPHO	10/01/12	10/01/12	M-F 630PM News CBS 5 NEWS @ 630P	CM	M-F 630PM News M-----	:30	1	\$800.00	PMT	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1		\$800.00			0.00			
N 8	KPHO	10/01/12	10/01/12	M-F Late News CBS 5 NEWS @ 10P	CM	M-F 10p-1035p M-----	:30	1	\$800.00	IMP	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----		1		\$800.00			0.00			
N 9	KPHO	09/29/12	09/29/12	Sa Late News Sa Late News	CM	Sa 10p-1035p -----S-	:30	1	\$1,500.00	FNP	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1		\$1,500.00			0.00			
N 10	KPHO	09/30/12	09/30/12	Su Late News Su Late News	CM	Su 10p-1035p -----S	:30	1	\$1,700.00	FNP	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1		\$1,700.00			0.00			
*Tax 1 Note: Tax 0.5%												Totals	11	\$6,725.00

\*Tax 1 Note: Tax 0.5%

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**      ☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> KPHO-TV      Phoenix	<b>Date:</b> 9/26/2012
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I, Media Strategies and Research,

being/on behalf of: Kyrsten Sinema, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Congress

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Thursday, September 27, 2012			Monday, October 01, 2012		

**Total Charges: \$6,725.00**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jackie Forte-Mackay

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

Wednesday, September 26, 20

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title